

Telling Isn't Selling!

BWSR Academy 2010

Angie Becker Kudelka, BWSR

Jeff Hrubes, BWSR

Greg Ostrowski, Todd SWCD

Jason Selvog, Pheasants Forever

Jason Weinerman, BWSR

Purpose

What this session is... and isn't

Who we are

Why conservation marketing?

Selling

- ◉ Correlation between selling and persuasion.
- ◉ Write down a few examples of what you “sell” or how you persuade other in your job....

Selling

- ◉ The **act** of persuading others to accept an idea, buy a product, or take a course of action.
- ◉ Selling is a psychological transaction normally involving more than a price. An essential element in successful selling is **relationship** building.

Selling involves a relationship

Trust

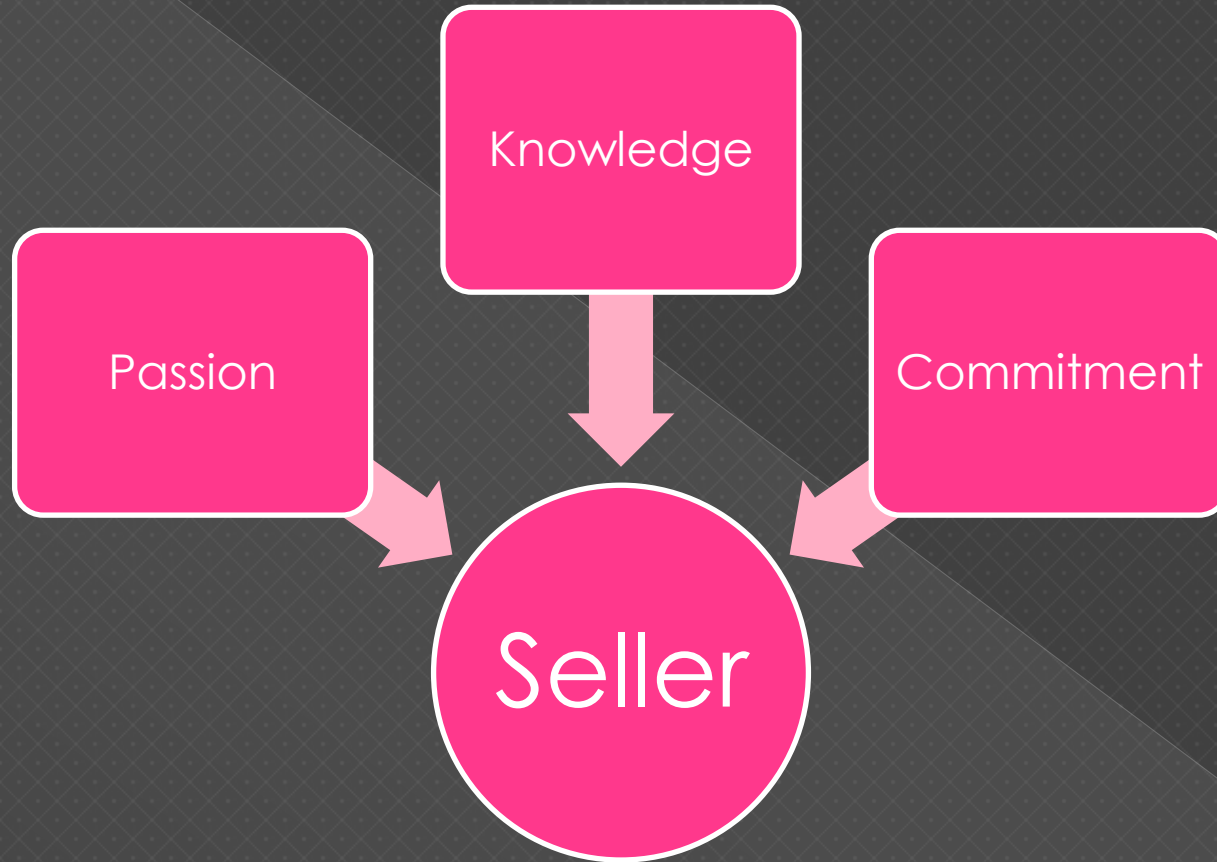
Patience



Honesty

Respect

The Seller's side of the relationship



Passion

THERE ARE MANY THINGS IN LIFE
THAT WILL CATCH YOUR EYE,
BUT ONLY A FEW WILL CATCH
YOUR HEART...PURSUE THOSE.

PASSION

A photograph of a tropical beach at sunset. The sky is a vibrant orange and yellow, with the sun low on the horizon. Several palm trees are silhouetted against the bright sky. The ocean is visible in the foreground, with waves gently washing onto a sandy beach. The word 'PASSION' is written in large, white, serif capital letters across the bottom right of the image.

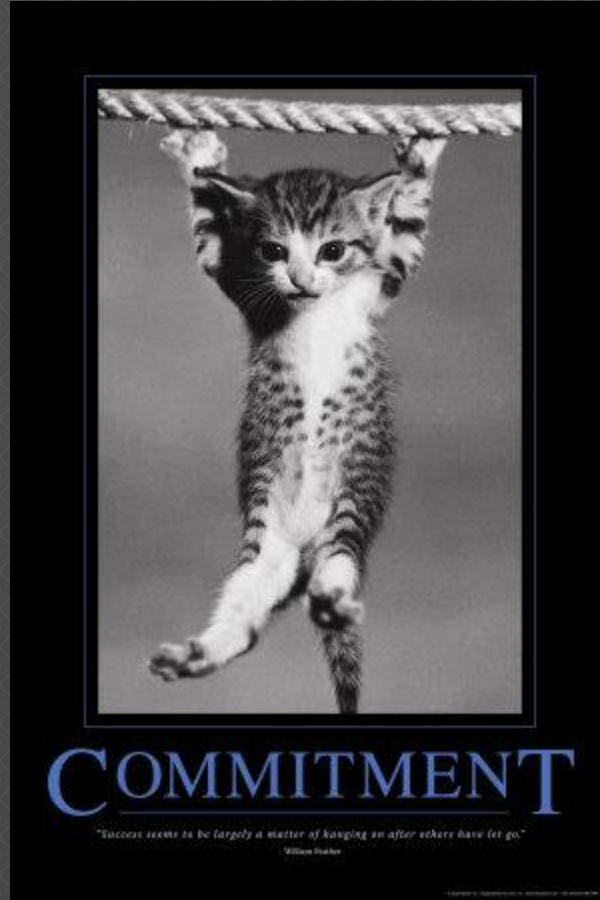
Knowledge

- ◉ Specialized
- ◉ Accurate
- ◉ Current

◉ Local

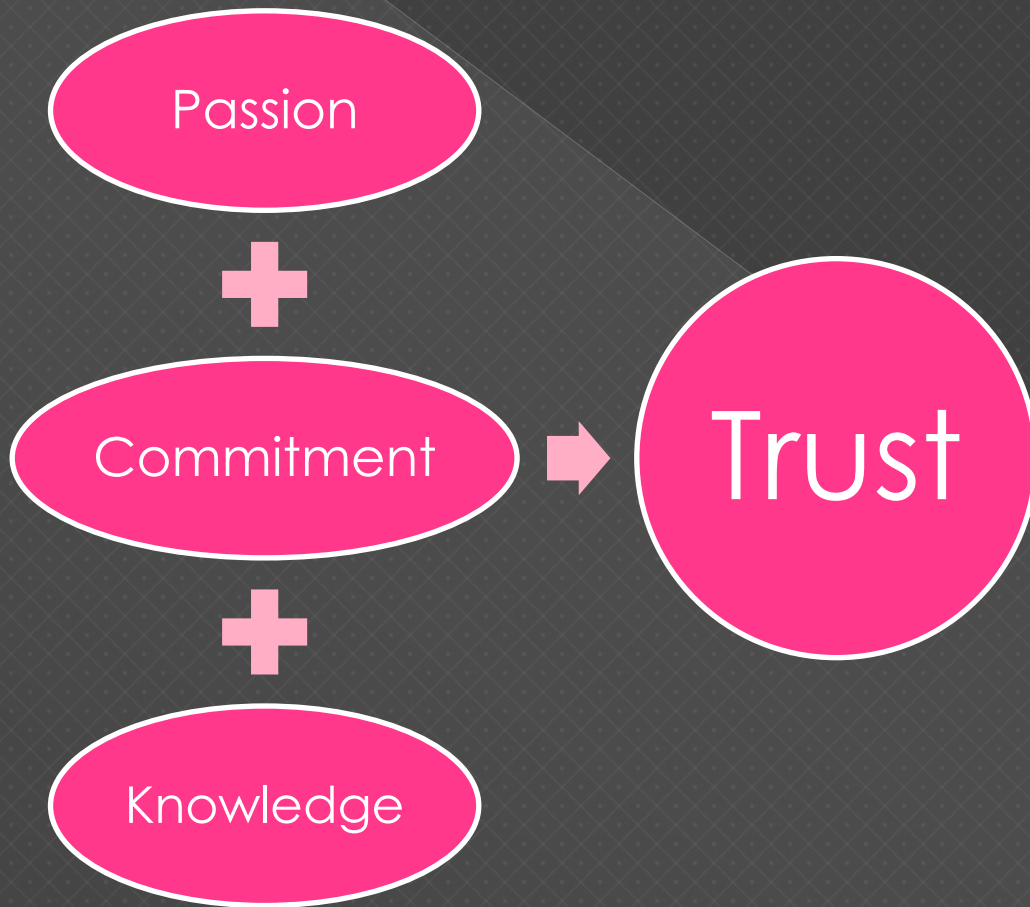


Commitment



- Concern for the resource
- Long term focus
- Persistence

The face you want your clientele to see



In general

- ◉ You like what you do....

In general

- ◉ You like what you do....
- ◉ Dare we say, you love what you do!!!!

In general

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- ◉ So, basically, what you are doing is...

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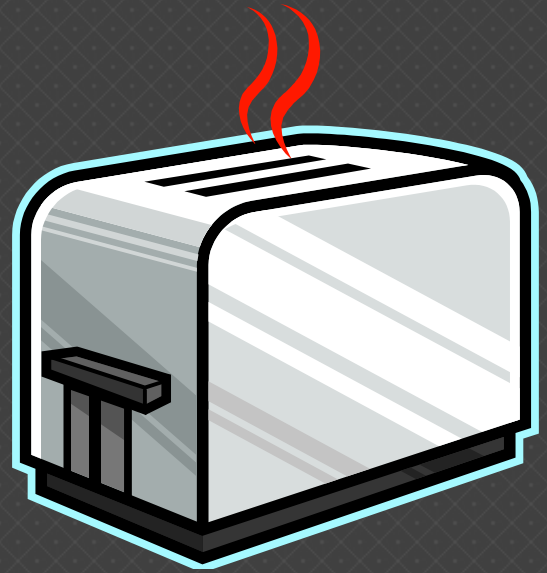


Selling

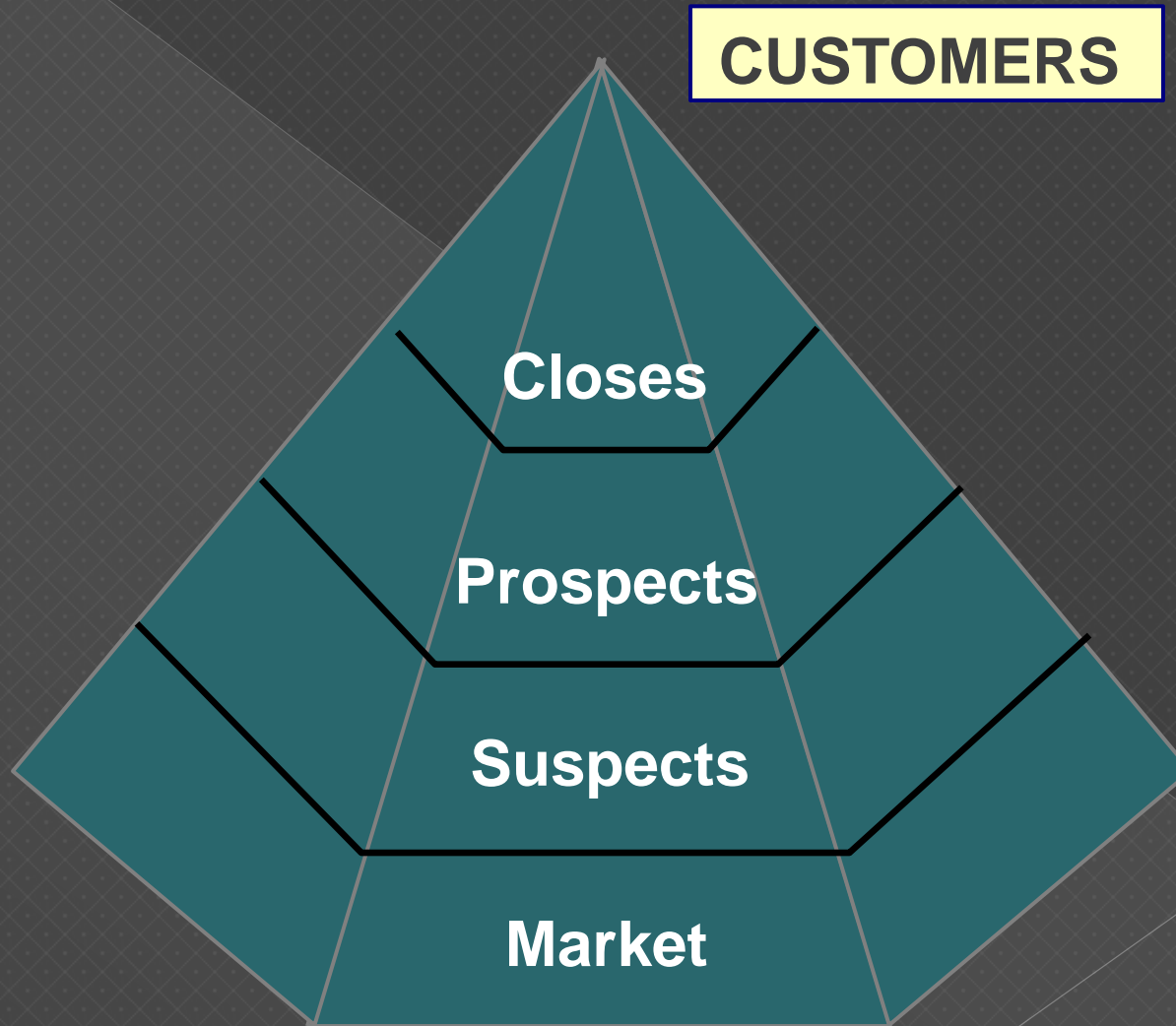


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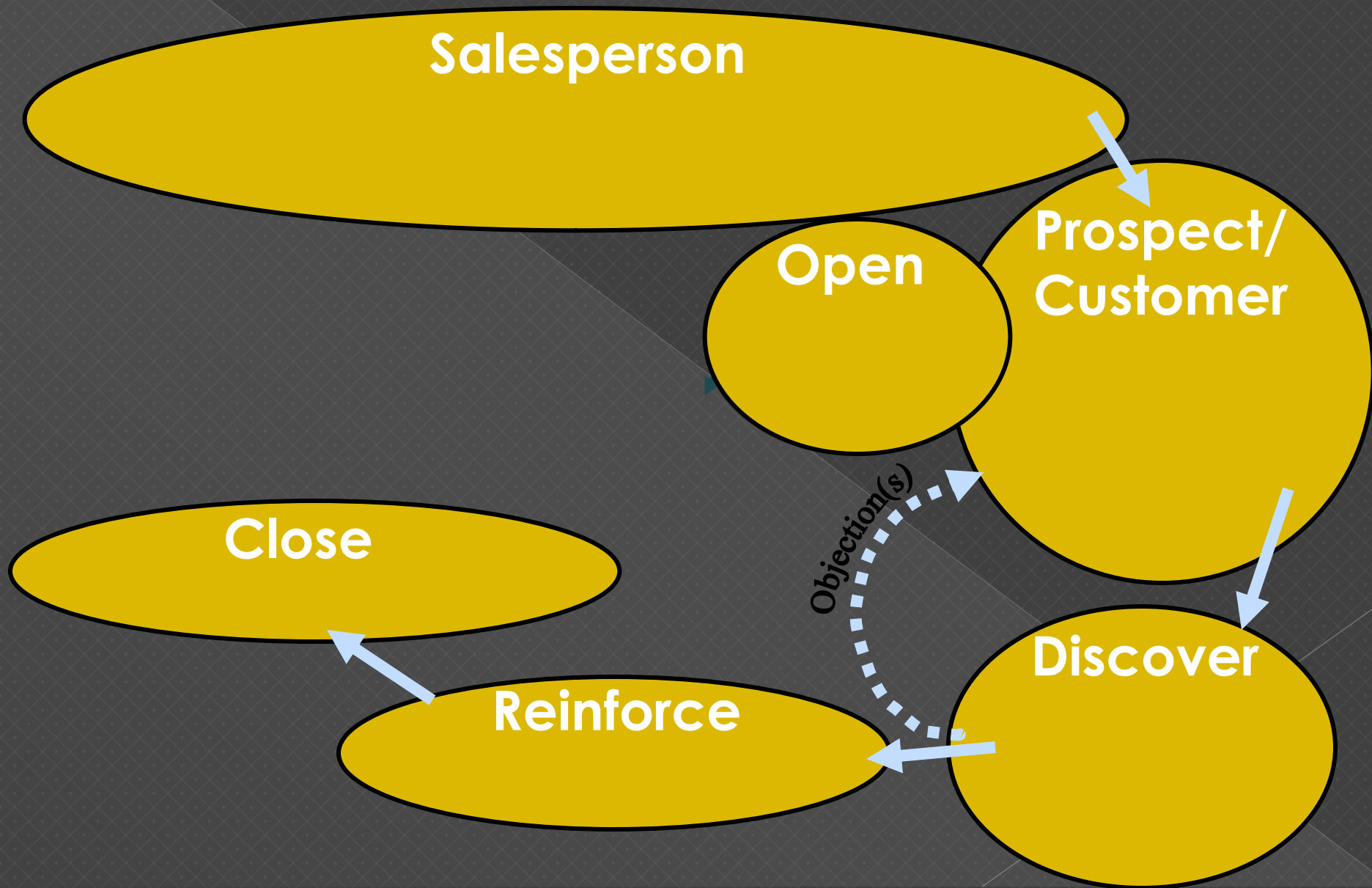
The Marketing Pyramid: Target Audience



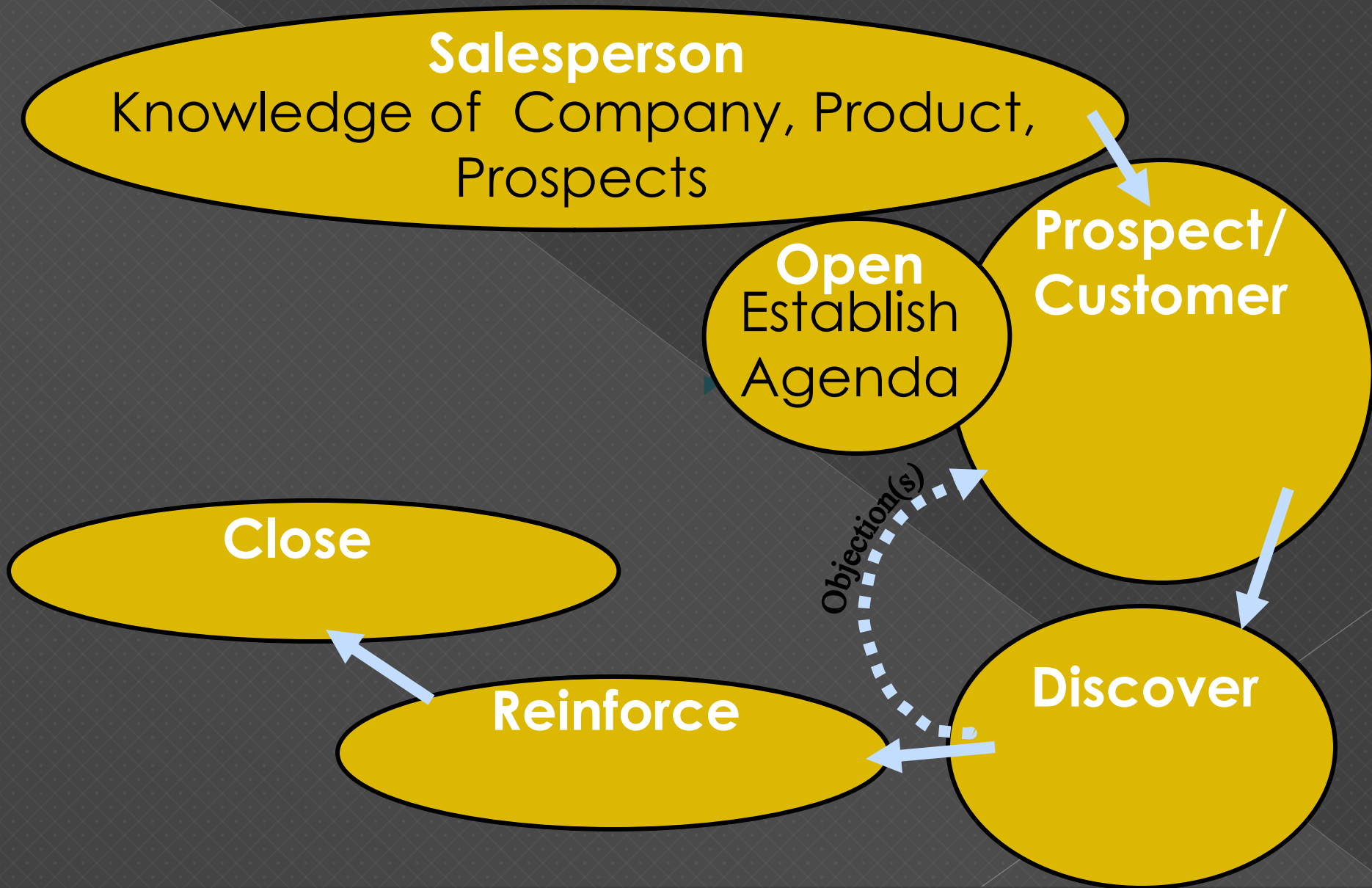
The Marketing Pyramid



The Selling Process



The Selling Process



Open

- ⦿ **Be aware of attitudes**
 - > Transmit relaxed confidence
 - > Assume you are welcome
 - > Assume you are wanted
 - > Assume you will gain commitment
- ⦿ **Be careful of negatives**

Open

The opening should:

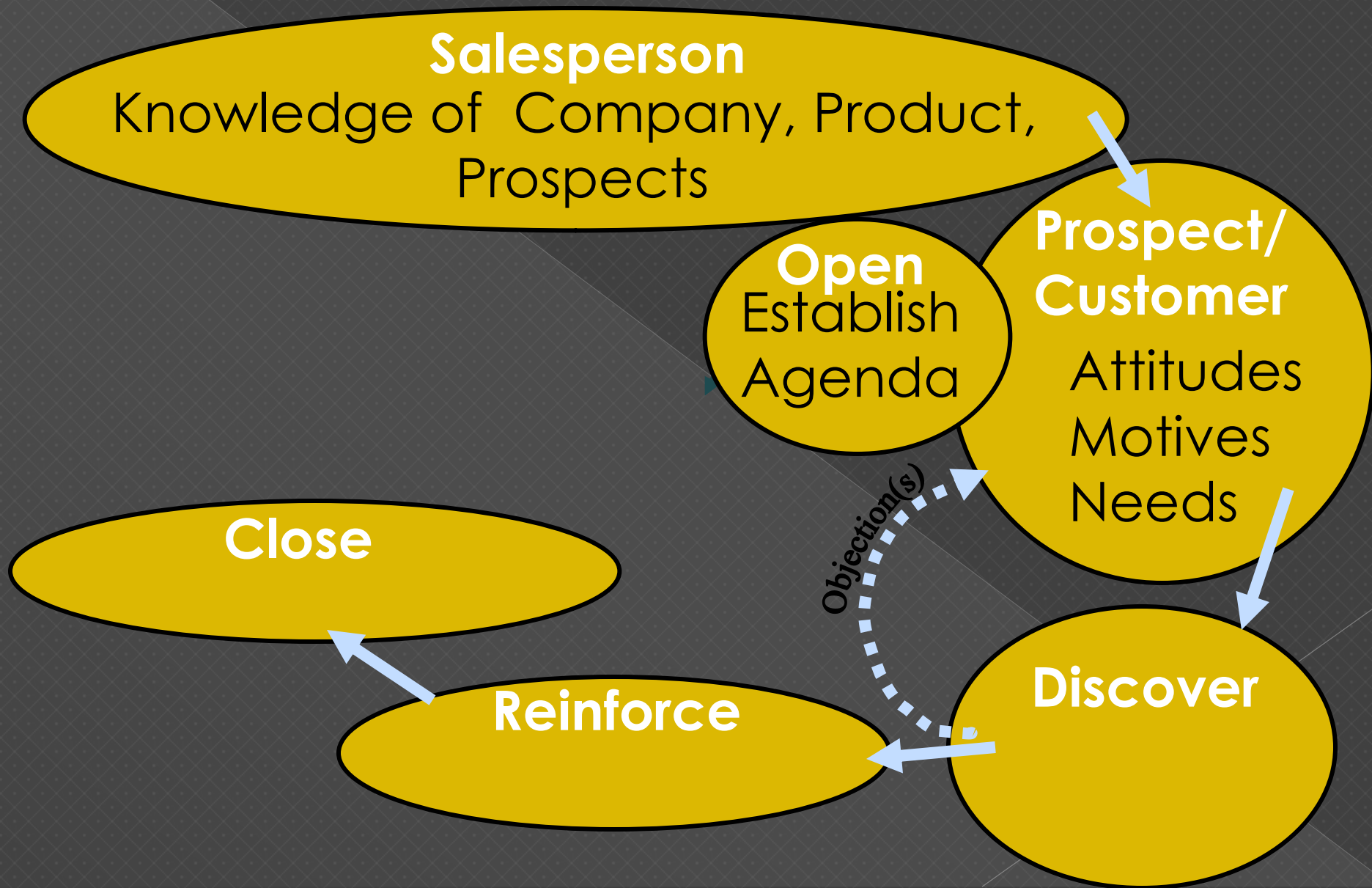
- ◉ Create (or restate) customer interest in the meeting (if necessary).
- ◉ Stipulate a benefit customer will receive as result of the meeting.
- ◉ Provide/propose a meeting agenda.
- ◉ Transition smoothly but directly into Discover.

Open

Think of upcoming real-life selling situation with a customer. Write down:

- who you are meeting,
- the benefit for this prospect attending the meeting
- agenda you want for the meeting,
- relationship between you and the customer

The Selling Process

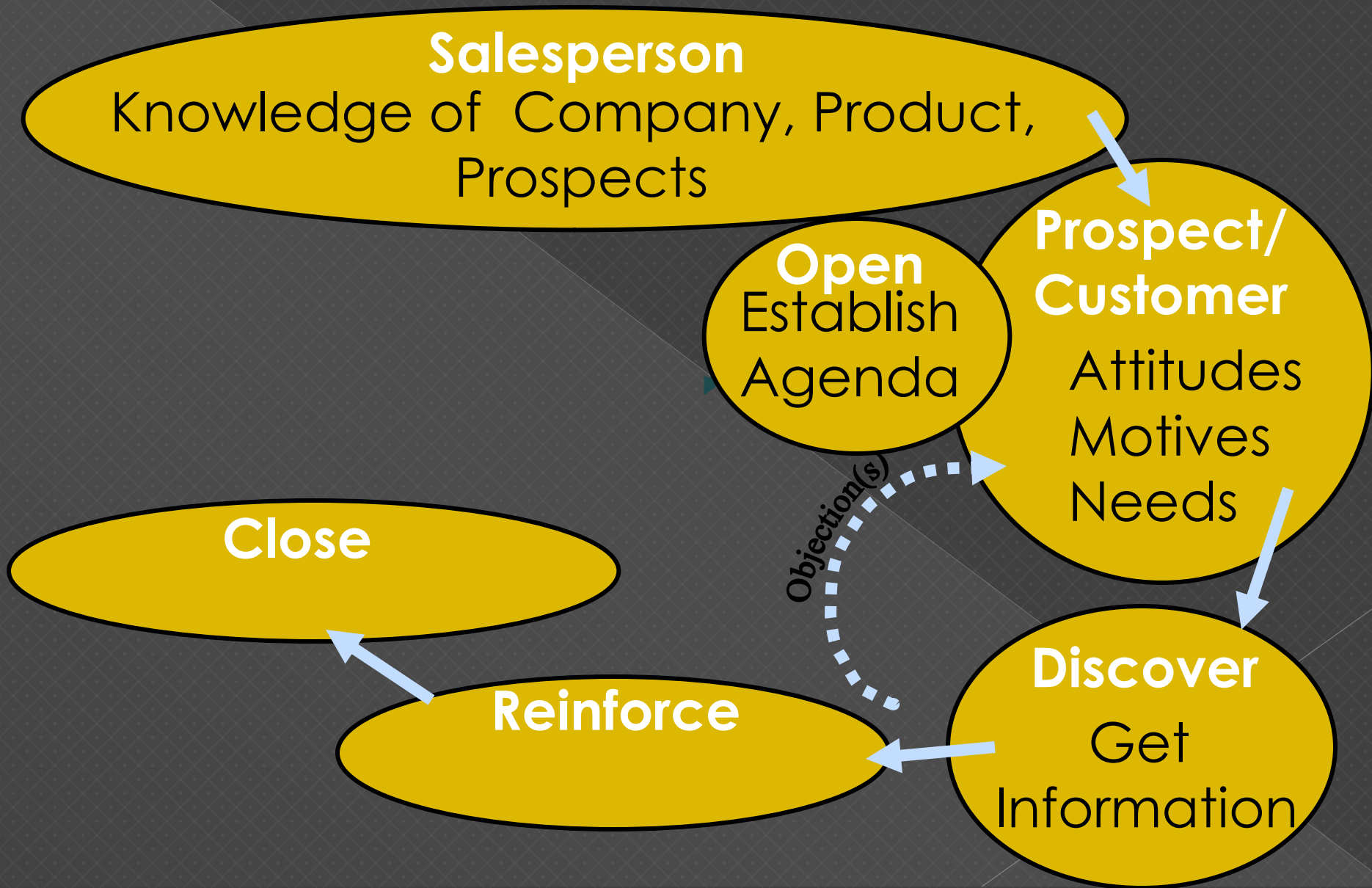


Prospects

Why might a landowner/operator be motivated to buy conservation?

-
-
-
-

The Selling Process



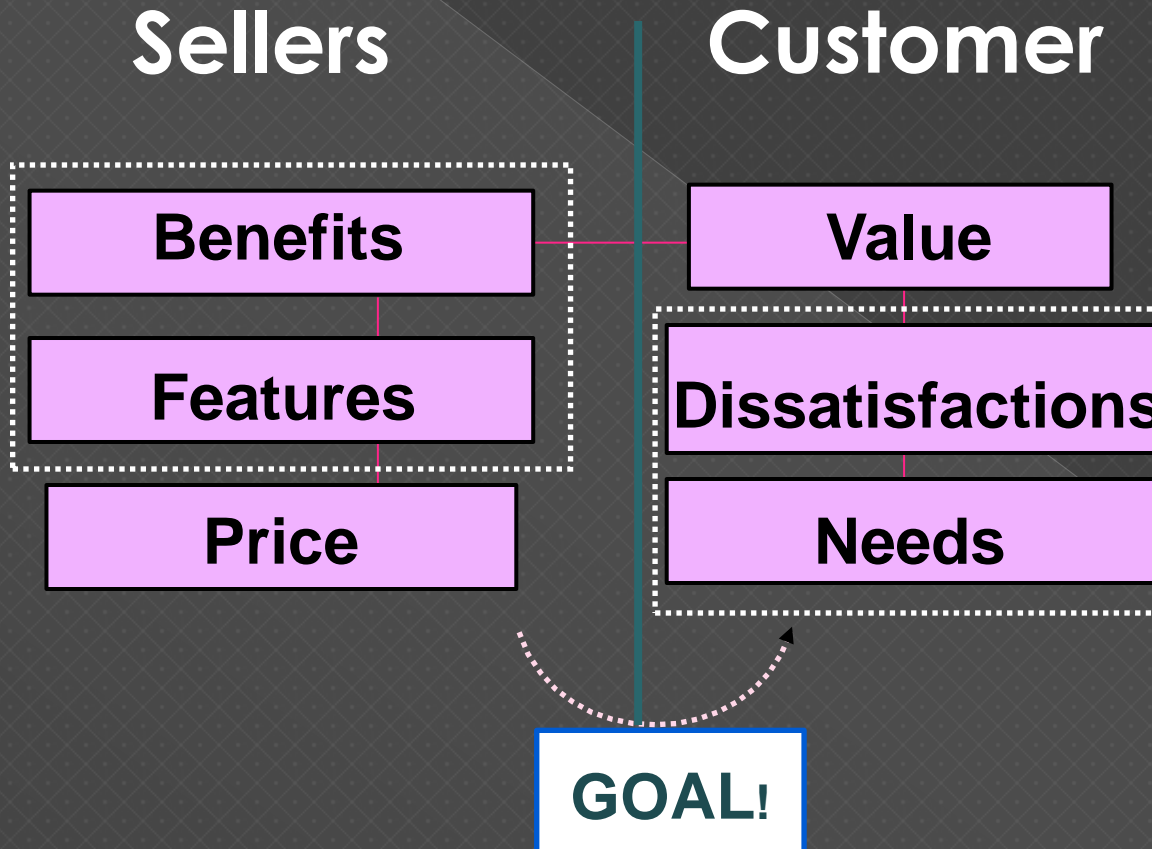
Discovering

◉ Ask questions:

- > To uncover buying influences and to understand the customer's buying process
- > To discover attitudes, motives, and needs
- > To identify dissatisfaction



Selling = Balanced Information Exchange



- Your goal:
Shift process to
discover needs
&
dissatisfaction!

- How:
ASK questions

Types Of Questions

Open-ended Questions – Are used when you want the customer to talk freely

Closed-ended Questions – Are used when you want a yes or no answer or a choice among alternatives

Open-ended Questions

Tell me about . . . ?

How do you see this . . . ?

What kind of . . . ?

Why is . . . that important?

How can we . . . ?

Oh?

Close-Ended Questions

Have you had a problem with ...?

Are you concerned about ...?

When did ... occur?

Which date would you prefer ?

Can we meet next Wednesday?

Is it important to you that ... ?

Types of Questions

Permission

"Would it be all right if I asked you a few questions?"

Fact Finding

"How many units does it produce a day?"

Feeling Finding

"In your opinion, is that an acceptable rate?"

Tell Me More

"Can you be more specific?"

Types of Questions

Best-Least

"What do you like least about them?"

Magic Wand

"What would it be like if you didn't have this problem?"

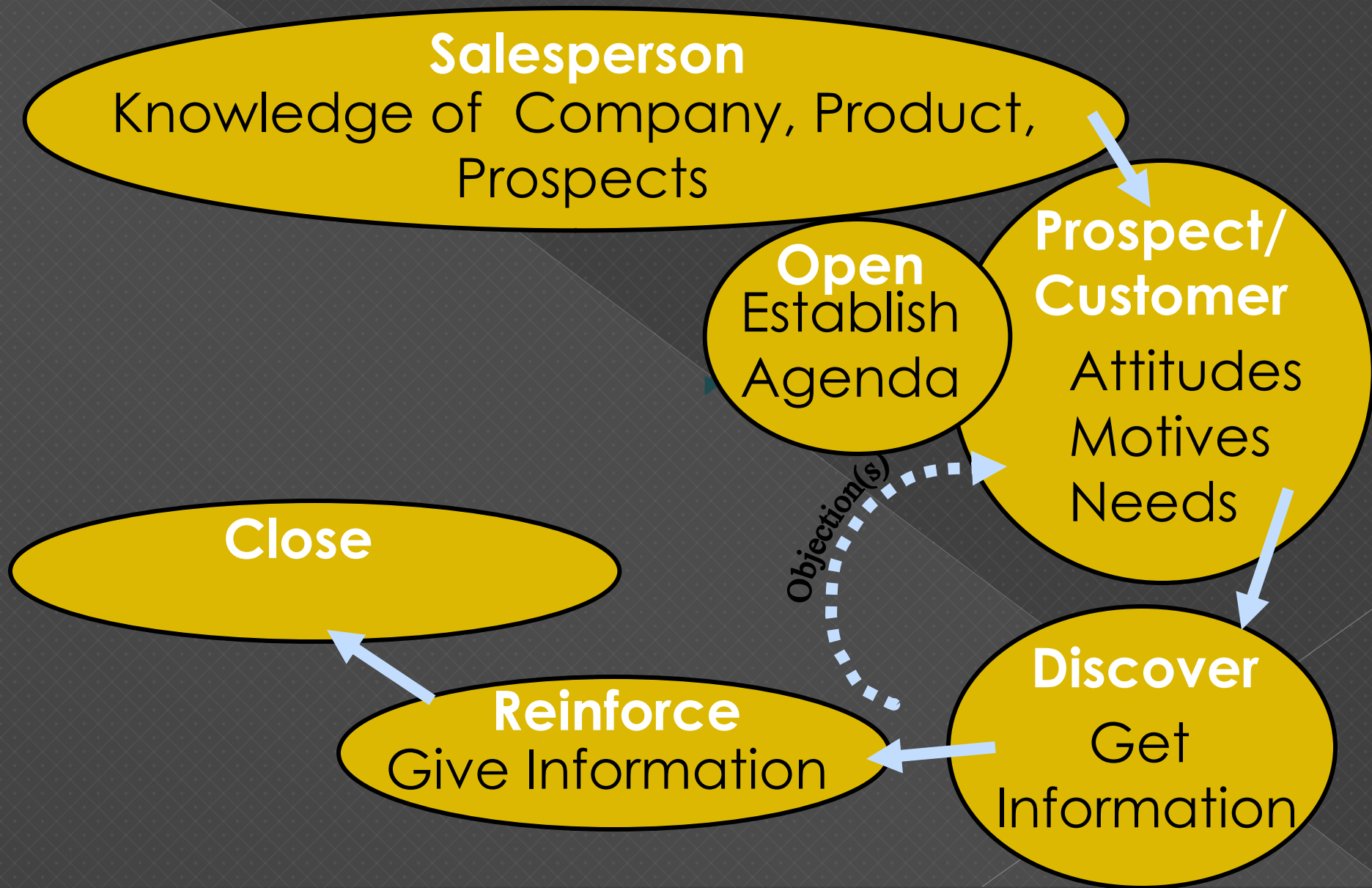
Catch All

"Is there anything else you'd like to add?"

Creating Example Questions

1. To uncover buying influences & understand the customer's buying process.
2. To identify or create dissatisfaction
3. To discover attitudes, motives, and needs.
4. Which cause the customer to evaluate the total cost of working with an alternative.
5. To give information.
6. To bring the process to a conclusion/reinforce logic/get commitment.

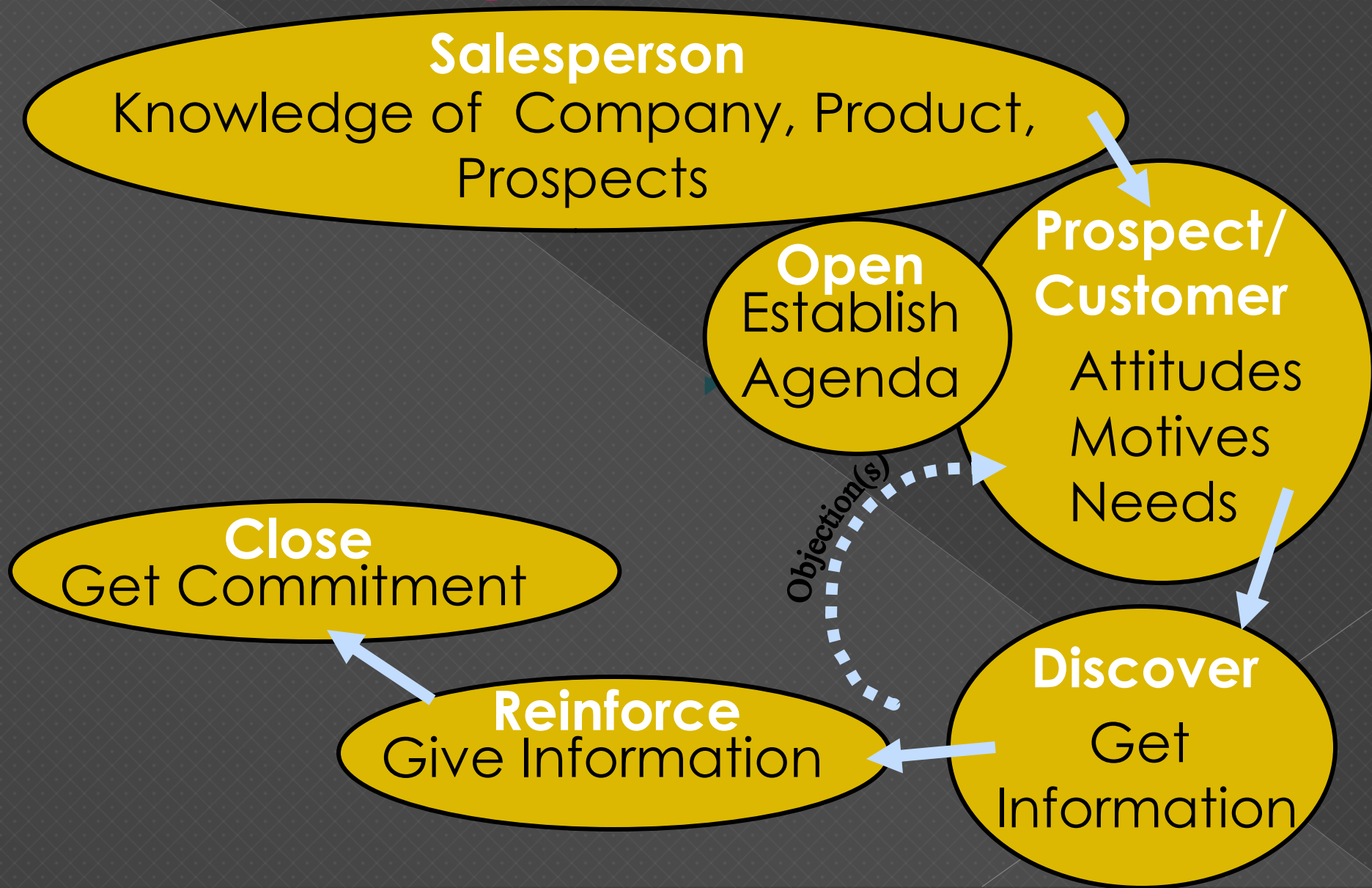
The Selling Process



Reinforcing

- ◉ This is where you translate features and benefits based on what you learn from the questions.
- ◉ Recognize need as offered by prospect
- ◉ Paraphrase needs (“So what you are saying is . . .”)
- ◉ Indicate appropriate feature, advantage, AND benefit to satisfy customer need
- ◉ Be specific! Don’t list features only!
- ◉ Quantify benefit when possible

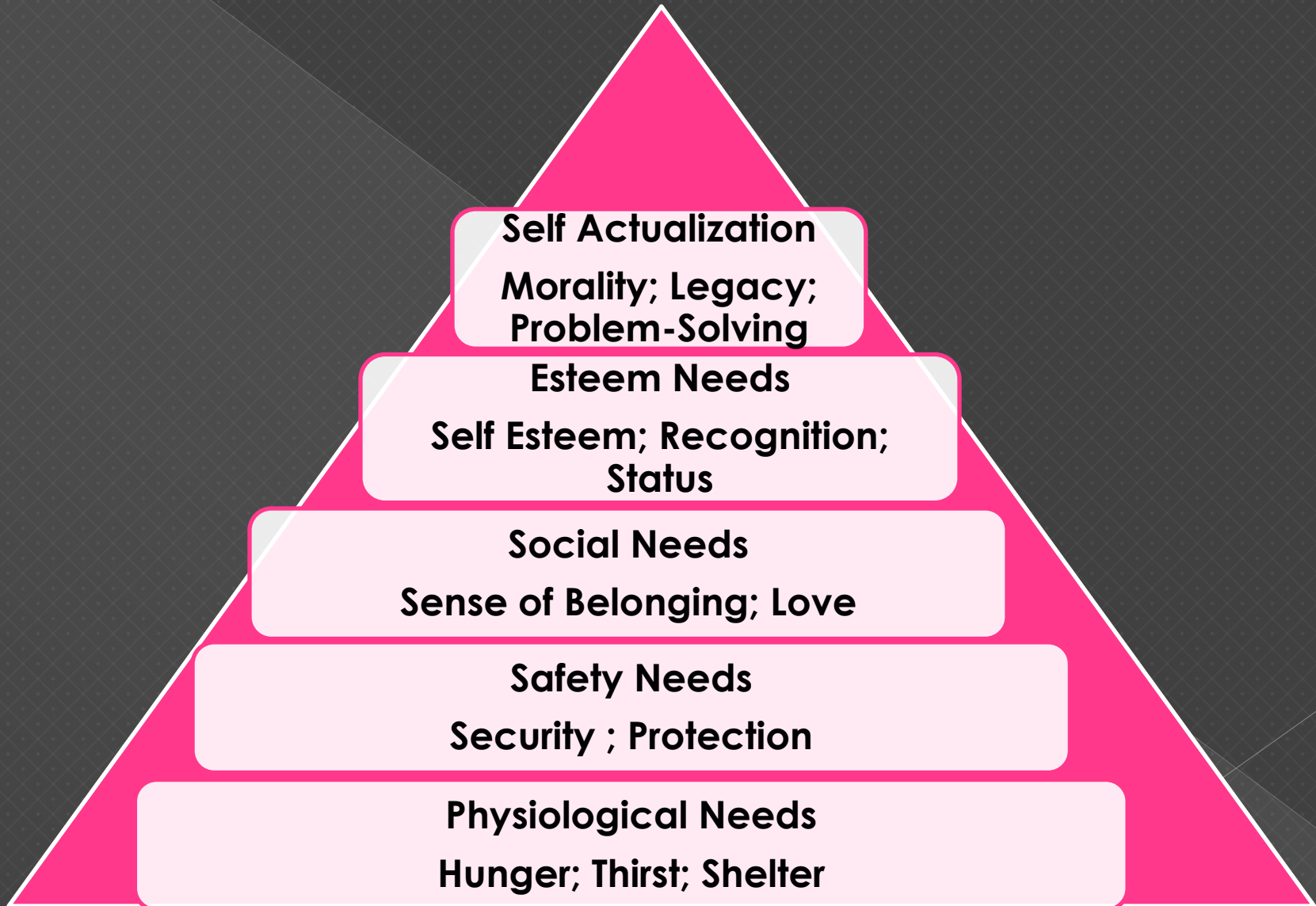
The Selling Process



Closing

- ◉ If Prospects are:
 - > Reluctant to decide
 - > Hesitant to commit
 - > Resentful of being sold
- ◉ Recap/summarize (emphasize benefits)
- ◉ Ask for “order” (or commitment to next step); do not use high-pressure tactics!
- ◉ Expand to what to put in the landowner hands
- ◉ Regulatory Levers
- ◉ A closing technique: to provide an alternative choice to customer on a “minor” point.

Hierarchy of Needs



Closing

- “Closing is the point”

The follow-up...



The Contract is signed

The follow-up...



The Contract is signed



The tree distribution is done

The follow-up...



The Contract is signed



The tree distribution is done



The conservation practice is installed

What happens now?

- ◉ Site inspections on years 1, 5, 9
- ◉ Mail tree order form to repeat customers
- ◉ Work to solve practice flaws and failures

Remember...

- ◉ Selling involves establishing a relationship
- ◉ Long term relationships need nurturing



Two Outcomes

- One

- > Create a repeat customer who can install greater conservation

- Two

- > Develop a sales force for your organization

Maintaining the Customer Relationship

- ◉ Go to the client's location!!!!
- ◉ Reaffirm the positive aspects of what the client has done
- ◉ Provide your knowledge in such a way that builds onto the client's actions and knowledge
- ◉ Identify and work with the client to meet their goals



How often? How much?

- ◉ Annual
 - > Post card?
- ◉ Biennial
 - > Phone call?
- ◉ During site inspections
 - > Plan for longer visit with landowner while insuring the conservation practice is still intact

Use your entire organization

- ◉ Board
- ◉ Manager
- ◉ Technicians

Build your sales force

- ◉ Knowledge
- ◉ Good Experience
- ◉ Local Connections
- ◉ Lead to a multiplier effect
- ◉ Your satisfied customer *will* speak to others



Are you this guy?



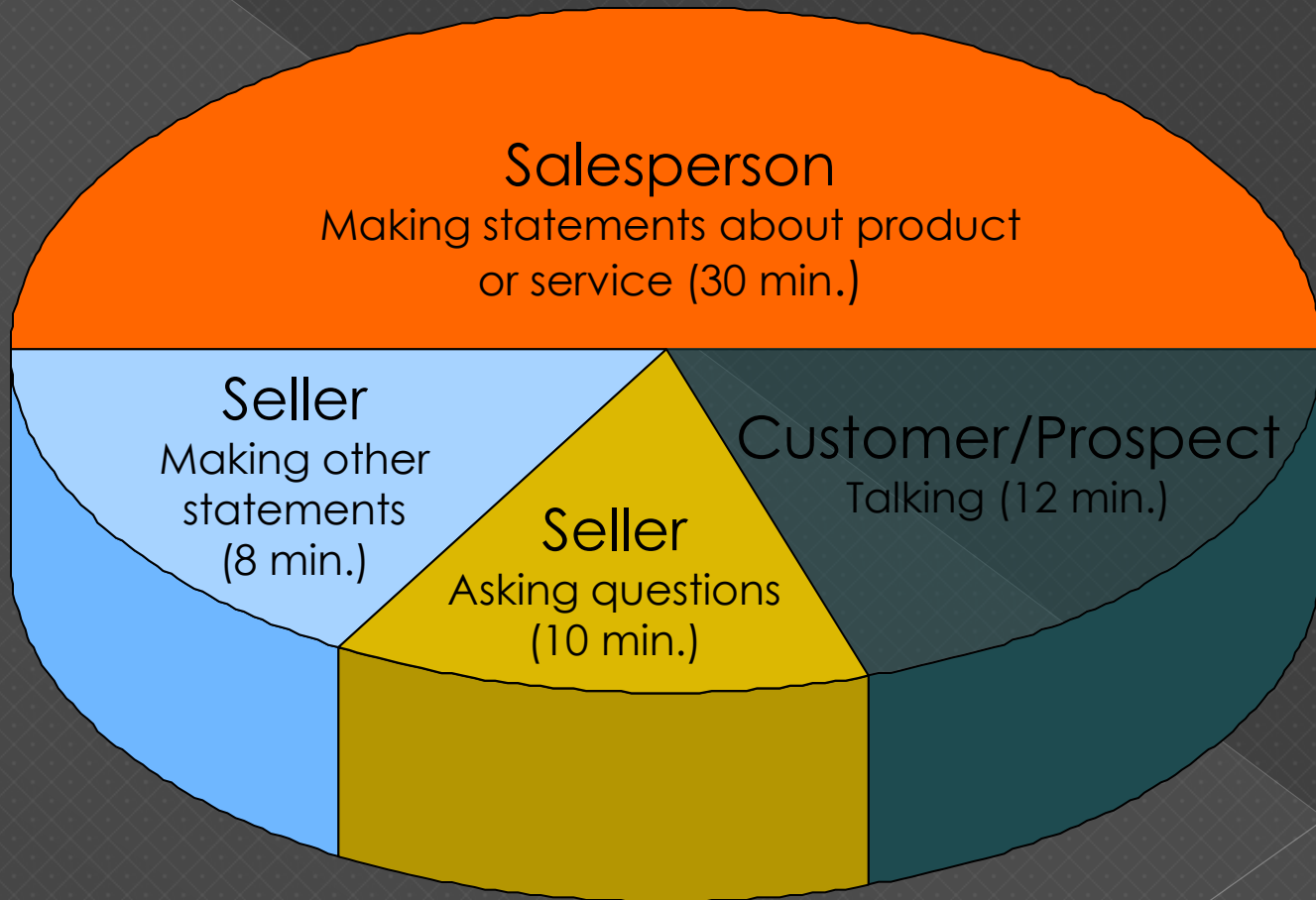
So now....



Go Forth and Prosper

The 80 Percent Syndrome

A Typical One-Hour Sales Call



What's wrong with this time allocation?

- A customer is the most important person in this office.
- A customer is not dependent on us... we are dependent on him.
- A customer is not an interruption of our work... she is the purpose of it.
- We are not doing the customer a favor by serving him... he is doing us a favor by giving us the opportunity to do so.
- A customer is not someone to argue or match wits with. Nobody ever won an argument with a customer.
- A customer is a person who brings us her wants. It

A poster at L.L. Bean, in Freeport, Maine